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SEPTEMBER 1964

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CONSUMER PURCHASES OF

CITRUS

- **Fruit**

- **Juices**

- **Drinks**

AND OTHER PRODUCTS

CPFJ-158

U. S. DEPARTMENT OF AGRICULTURE

Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

March 1965

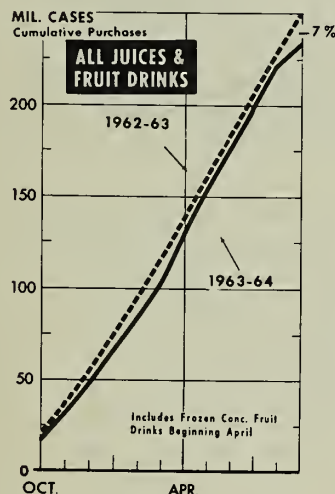
CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
SEPTEMBER 1964

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

Data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

Consumers purchased the same quantity and spent the same amount for fruit juices and fruit drinks in September 1964 as in September 1963.



By individual items, purchases of frozen concentrated orange juice were up 16 percent from the preceding September; chilled orange juice, up 17 percent; prune juice, up 16 percent; and canned single-strength fruit drinks, up 9 percent. These gains, however, were offset by declines in purchases of other products: Canned single-strength orange juice was down 28 percent; canned single-strength grapefruit juice, down 17 percent; frozen concentrated orange drink down 27 percent; and all others, down 9 percent.

Frozen concentrated orange juice, prune juice, canned single-strength fruit drinks and some of the frozen concentrated fruit drinks were less expensive than a year earlier. Other products were more costly, however, and September prices for juices and drinks averaged 4.9 cents per 6-ounce serving, the same as a year earlier.

Purchases of canned grapefruit sections held even with September 1963, but use of chilled citrus salads and sections was nearly doubled. Purchases of fresh oranges were down 12 percent and fresh grapefruit were down 33 percent.

The total quantity of comparable fruit juices and fruit drinks bought for home use in the reporting year October 1963-September 1964 was off 7 percent -- 16.6 million cases, single-strength equivalent -- from

1962-63. (See figure in margin.) Nevertheless, since prices rose from about 4.6 to 5 cents per 6-ounce serving, consumers spent as much for them as they did in the preceding year. (See table 19.)

Supplies of fresh and processed oranges and grapefruit in 1963-64 were smaller than usual because of continuing effects of the December 1962 freeze. As a result, purchases of chilled orange juice were off 10 percent from 1962-63 to a 5-year low. Movement of frozen concentrated orange juice was the slowest since the early 1950's with purchases off 25 percent -- 13.9 million gallons or 16.5 million single-strength equivalent cases -- from 1962-63; its share of the household juice and drink market declined 5 points to 21 percent. Purchases of canned orange juice, off 37 percent, and canned grapefruit juice, off 24 percent, were the lowest recorded in this 15-year series.

Prices paid for citrus juices were up rather sharply in 1963-64. Although consumers spent a little more for chilled orange juice than in 1962-63, they cut their expenditures for frozen concentrated orange juice 8 percent or \$21.2 million; they also reduced their expenditures for canned orange and grapefruit juices. Altogether, purchases of the 4 citrus juices were down 25 percent -- 22.1 million cases -- and expenditures were down 7 percent or \$26.5 million.

Purchases of prune juice were up 16 percent from 1962-63, and expenditures were up 12 percent to set new highs for that product. New highs also were recorded for canned single-strength fruit drinks with purchases up 20 percent or 10.6 million cases; market share, up 6 points to 27 percent; and consumer's expenditures, up 22 percent or \$34.7 million. Other juices and drinks were bought in lesser volume, however, and except for noncitrus frozen concentrated juices, less was spent for them.

Purchases and expenditures for fresh oranges and grapefruit were larger in 1963-64 than in 1962-63. Chilled citrus salads and sections were bought in about the same volume, but purchases of canned grapefruit sections were down sharply.

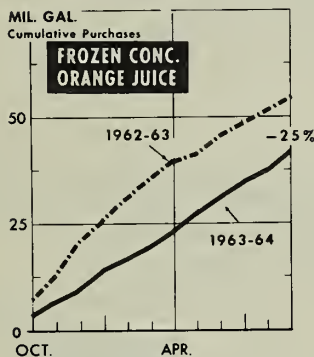
The typical buyer spent more per month for most products in 1963-64 than he did in 1962-63 -- gains ranged from 4 percent for fresh oranges to 18 percent for canned orange juice. Buyer's expenditures varied from less than 80 cents per month for frozen concentrated fruit drinks to \$1.04 for fresh oranges and \$1.68 for frozen concentrated orange juice.

Total consumer outlay for comparable items reported in 1963-64 was up 6 percent -- \$61.7 million -- from the preceding year.

Change in Frequency of Reports: Purchase reports for 1964-65 will be issued quarterly rather than monthly as in preceding years. However, data will be reported by months as heretofore. The first such report will cover October, November, and December; the second January, February, and March; etc.

FROZEN CONCENTRATED JUICES

Downturn in Sales of FCOJ Halted



Consumer purchases of frozen concentrated orange juice in September 1964 were the largest reported in 1 1/2 years. ^{1/} Consumer expenditures also were larger than usual. This one product accounted for 23 percent of all fruit juices and drinks that were bought for home consumption, an increase of 3 percentage points over its year-earlier share. (See tables 1, 1A, 14-19 and figures 7-9.)

Consumer purchase volume was up 16 percent or 506,000 gallons from the preceding September. Nevertheless, retail movement of the juice, as well as of other orange and grapefruit products, was below 1957-61 averages reflecting continued short supplies as a result of the December 1962 freeze.

About 21 percent of the Nation's families bought frozen concentrated orange juice in September, an increase of 1 percentage point over a year earlier and the largest proportion recorded since May 1963. Moreover, the average size of purchase was up 1/2 can to 6.5 cans per buying family. In comparison, purchases in pre-freeze year 1961-62 averaged about 8 cans per month with 30 percent of families buying.

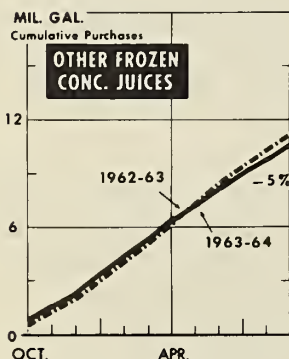
^{1/} Monthly and cumulative purchases and expenditures for all products are for 4-week (28 day) periods to facilitate comparisons. Totals by seasons are for 48 weeks. Cases are the equivalent of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual unit of purchase shown in table 18. To compute purchases on a single-strength equivalent basis, frozen concentrated fruit juices and frozen concentrated orange drink are converted at 4 to 1; other frozen concentrated fruit drinks are converted at 4.7 to 1.

Retail prices, at 25.4 cents per 6-ounce can in September, were the lowest recorded in 1963-64 and were down 9 percent from the near-record high of a year earlier. Prices for the reporting year begun October 1963 averaged 26.6 cents, 23 percent higher than in 1962-63, and 36 percent higher than average.

Purchases of frozen concentrated orange juice dropped from peak levels in early 1962-63 when supplies were plentiful and prices low, to unusually low levels in 1963-64. As a consequence, cumulative purchases in 1963-64 were off 25 percent -- 13.9 million gallons -- from 1962-63 and were the lowest recorded for more than a decade. (See figure in margin.)

The typical buyer spent an average of \$1.68 per month for frozen concentrated orange juice in 1963-64 compared with \$1.56 a year earlier and \$1.41 in 1961-62. Nonetheless, since fewer families bought, total consumer outlay was down 8 percent -- \$21.2 million -- from 1962-63 and was the lowest since 1959-60.

Use of Other Frozen Concentrated Juices on Downturn



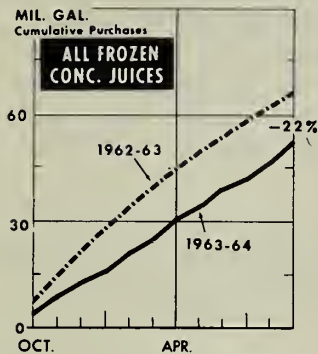
September purchases of frozen concentrated juices other than orange were off 3 percent -- 28,000 gallons -- from a year earlier and were about the lowest since the 1962 freeze. (See tables 8, 15-19 and figures 7-9.)

Sales of these products jumped from low to unusually high levels in early 1963 as supplies of orange juices became short. Their accelerated market was short lived, however, and October-September cumulative purchases were down 5 percent -- 518,000 gallons -- from 1962-63. (See figure in margin.)

Prices paid for other frozen concentrated juices were steady in 1963-64. The season average of 21.1 cents per 6-ounce can was 9 percent higher than in 1962-63, and was 14 percent higher than 2 years earlier -- contrasted to the substantial advance in price of frozen concentrated orange juice.

The average buying family spent \$1.03 per month for other frozen juices in 1963-64, about two-thirds as much as for frozen concentrated orange juice.

Total Frozen Concentrated Juices Have Smaller Share of 1963-64 Market



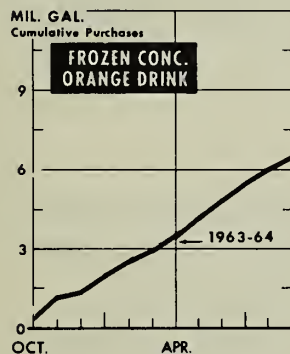
Total purchases of frozen concentrated juices in September exceeded the comparable 1963 month by 12 percent or 478,000 gallons. However, movement was slow in 8 of the 12 months of 1963-64, and the year's purchase was down 22 percent -- 14.4 million gallons -- from 1962-63. (See tables 15, 17-19 and figures 7-9.)

Frozen concentrated juices accounted for 27 percent of all fruit juices and drinks bought by consumers in September, an increase of about 3 points over the small year-earlier share. Even so, the frozen concentrates represented only 26 percent of the household market in 1963-64 compared with 31 percent in 1962-63.

Prices paid averaged 25.5 cents per 6-ounce can for the year compared with 1962-63's 21.3 cents. This rise was small compared with the purchase decline, and consumer's expenditures for total frozen concentrated juices were down 6 percent or \$19.2 million from 1962-63.

FROZEN CONCENTRATED FRUIT DRINKS

Retail Movement of Frozen Orange Drink on Downturn



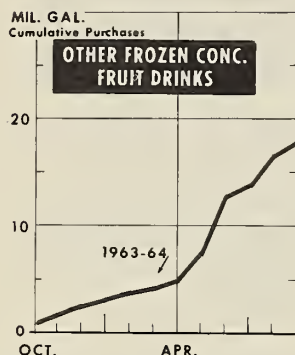
Retail sales of frozen concentrated orange drink in September were off 27 percent -- 179,000 gallons -- from a year earlier and were among the lowest recorded since April 1963 when these data were first obtained. Market share for the drink shrank from 4 to 3 percent. (See tables 7, 15-19 and figures 7-9.)

Only 3.7 percent of the Nation's families bought this product in September compared with 5 percent a year earlier. This loss of market was further aggravated by a decline in size of purchase.

Retail prices for frozen orange drink were up slightly from the preceding September to 16 cents per 6-ounce can. The average buyer spent only 77 cents for it, considerably less than for most other products.

Consumer purchases and expenditures in April-September 1964 were down 4 percent from the corresponding 6-months of 1963.

Market Recedes for Other Frozen Concentrated Fruit Drinks



Purchases of all other frozen concentrated fruit drinks, ades, and punches were down 8 percent -- 134,000 gallons -- from September 1963 as movement continued to lag behind year-earlier levels. The market for these products is highly seasonal and September purchases were less than half as large as in July when sales were at their peak. (See tables 7, 14-19 and figures 7-9.)

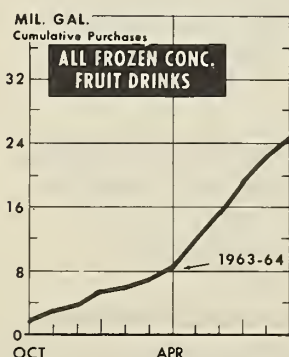
This group of products accounted for 11 percent of all fruit drinks and juices brought into homes in September, a decrease of 1 percentage point in market share from a year earlier. ^{2/}

About 10 percent of families bought these frozen drinks in September, or roughly half the proportion that bought in July. Further, purchase size was the smallest for several months. Corresponding data are not available for 1962-63.

Prices paid for other frozen drinks -- 11.1 cents per 6-ounce can in September -- were a little lower than both a year earlier or the 1963-64 average. The typical buyer spent only 69 cents for them, the lowest recorded in the 18 months of available data, and considerably less than spent for competitors.

Cumulative purchases and expenditures in April-September 1964 were moderately below those of the same 6-months of 1963.

Movement of Total Frozen Concentrated Drinks Slows



The total quantity of frozen concentrated fruit drinks bought for home use in September 1964 was off 13 percent -- 313,000 gallons -- from the same period of 1963. This was the fourth month in succession that consumers bought less than they did in corresponding months of 1963. (See tables 7, 14-19 and figures 7-9.)

This type of fruit drink accounted for only 14 percent of all fruit juices and drinks entering the Nation's homes in September compared with 16 percent a year earlier. In contrast, the market share for canned single-strength fruit drinks continued to grow.

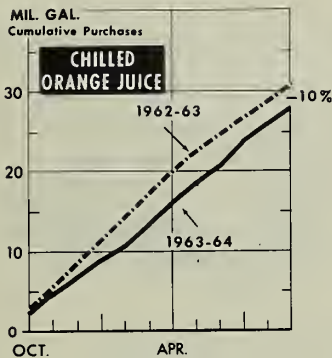
^{2/} Purchases were converted to single-strength equivalent at 4.7 to 1 in computing share of market and cost per serving. This is an approximation since product concentrations vary widely, and purchases of the individual products, which may fluctuate sharply by season, are not known.

Prices paid for frozen concentrated drinks, at 12.2 cents per 6-ounce can, were moderately lower than in September a year earlier. These items continued to be less expensive than other types of products.

April-September 1964 purchases of frozen concentrated fruit drinks were down 4 percent from the same period of 1963; prices were down 7 percent; and consumer expenditures were down 8 percent.

CHILLED AND CANNED SINGLE-STRENGTH JUICES

Consumers Spend More for Chilled Orange Juice



September purchases of chilled orange juice were 17 percent larger -- 339,000 gallons -- than those of a year earlier. Although this was the sixth month in succession that purchases were up, the gain was not sufficient to overcome the slow movement of preceding months and the year's total purchase was off 10 percent -- 3.1 million gallons -- from 1962-63. (See tables 2, 14-19 and figures 7-9.)

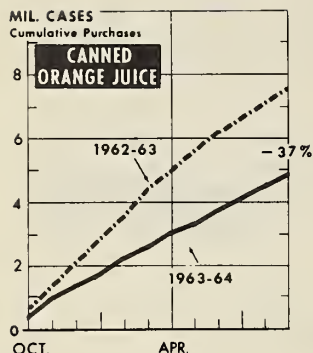
The sales gain over September 1963 was a result of an increase in number of buyers to 5 percent of the Nation's families coupled with a larger-size purchase.

The September price of 48 cents per quart of chilled orange juice was near-record high and the season average (47.7 cents) was up 13 percent from 1962-63. Consumer outlay was considerably larger than in September 1963, and October-September cumulative outlay was up 2 percent from 1962-63 to become the largest recorded in this 8-year series.

A typical buyer spent \$1.49 per month for chilled orange juice in 1963-64 compared with \$1.38 in 1962-63. Except for frozen concentrated orange juice, this was well above amounts spent for competitive products.

Purchases and Expenditures for Canned Orange Juice Drop to New Lows

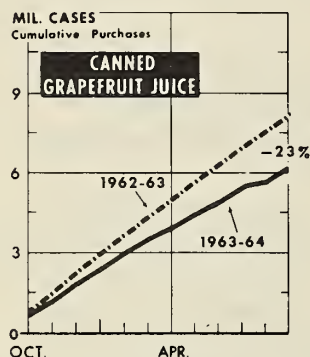
September 1964 purchases of canned single-strength orange juice held at the record low levels of immediately preceding months, and were down 28 percent or 135,000 cases in comparison with September 1963. (See tables 3, 14-19 and figures 7-9.)



Use of this product has been on the downturn since around 1950 when the shift to frozen concentrated orange juice was begun. Current declines have been accelerated by short supplies: Purchases in 1963-64 were off 37 percent -- 2.8 million cases -- from 1962-63, and were the lowest recorded in this 15-year series; the number of buyers and size of purchase also were down to new lows. (See figure in margin.)

Prices were record high in 1963-64 -- 55.5 cents per 46-ounce can compared with 41.7 cents in 1962-63 and the 1957-61 average of 38 cents. The typical buyer spent 94 cents per month for the juice in 1963-64, up from 80 cents a year earlier. Nevertheless, with fewer families in the market, total consumer outlay was off 17 percent -- \$5 million -- from 1962-63 to a new low.

Market for Canned Grapefruit Juice Continues to Wane



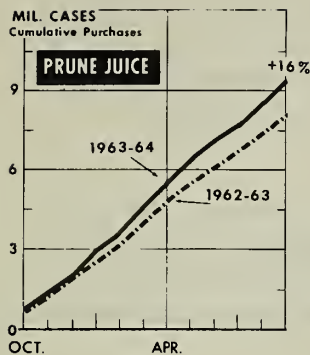
Canned single-strength grapefruit juice purchases were down 17 percent or 94,000 cases from September 1963. Retail movement was slow throughout 1963-64 and the year's total purchase was off 23 percent -- 1.9 million cases -- from 1962-63, and, as for canned orange juice, was the lowest recorded in this 15-year series. (See tables 4, 14-19 and figures 7-9.)

The slow movement in 1963-64 was a result of short supplies, fewer buyers, and a smaller size of purchase. For example, only 3.8 percent of families bought canned grapefruit juice in September compared with 4.8 percent in the same month of 1963.

September prices were up 17 percent from a year earlier, and the 1963-64 average was up 23 percent to a new high of 40.8 cents per 46-ounce can. Hence, despite the purchase decline, buying family expenditures in September were up 17 percent from the same month of 1963. And, except for the preceding season, cumulative outlay in 1963-64 was the largest for several years.

Prune Juice Sales Peak

The uptrend in the household market for prune juice carried into September with purchases up 16 percent -- 102,000 cases -- from a year earlier to a new high for the month. Movement was heavy throughout 1963-64 and the season's purchase also was up 16 percent -- 1.3 million cases -- from 1962-63, the previous record year. (See tables 5, 14-19 and figures 7-9.)

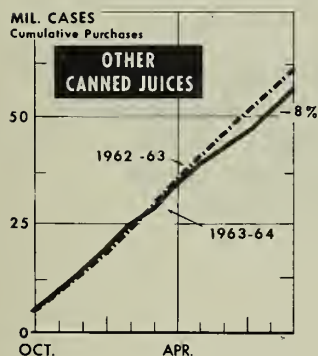


The gains over 1962-63 reflected a greater number of buyers as well as a larger purchase size. In September 1964, 7.2 percent of the Nation's families bought prune juice compared with 6.6 percent a year earlier; size of purchase also was up moderately to 2.4 quarts per buying family.

Prune juice prices were down 3 percent from a year earlier to 40 cents a quart. This continued the decline that has been in progress since April 1962 when prices reached a peak of 44.2 cents.

The average buyer spent 98 cents per month for prune juice in 1963-64, the same as in 1962-63. Total consumer outlay, however, was up 12 percent from 1962-63, the previous high year.

Other Canned Juices Have Smaller Market



The September market for all other canned juices such as grape, pineapple, tomato, and blends was down 11 percent or 528,000 cases from a year earlier. This represented a 2-year low in purchases, and a shrinkage of 3 percentage points in share of market. (See tables 8, 14-19 and figures 7-9.)

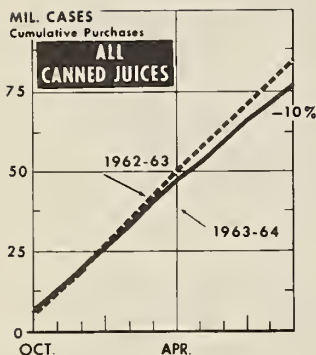
The 31 percent of the Nation's families that bought one or more juices included in this product group was the smallest proportion recorded in the year for which comparable data are available. Size of purchase -- 2.2 cans per buying family -- also was smaller than usual.

Retail prices were steady at 32.1 cents per 46-ounce can, or 4.2 cents per 6-ounce serving. In comparison, prices of competing juices ranged from 5.3 to 9 cents per serving.

October-September cumulative purchases were off 8 percent -- 4.9 million cases -- from the unusually strong market of 1962-63, but were moderately larger than in preefreeze years. (See figure in margin.) Cumulative expenditures were down about 3 percent from 1962-63.

Total Canned Juices Have Declining Market

The quantity of canned single-strength juices bought for home use in September 1964 was the smallest reported in 4 years. Cumulative purchases and expenditures in 1963-64 also were down from the preceding season. (See tables 10, 14-19 and figures 7-9.)



September sales were off 10 percent -- 655,000 cases -- from a year earlier and were down as much as 33 percent from early months of 1963 when the market for canned juices spurted to unusually high levels. As a result, they accounted for only 30 percent of consumer intake of fruit juices and drinks in September, against 33 percent a year earlier.

The number of buyers was off 2 points to only 38 percent of the Nation's families, the smallest proportion in the 4 years for which this particular information has been available. In addition, purchase-size also was smaller than usual.

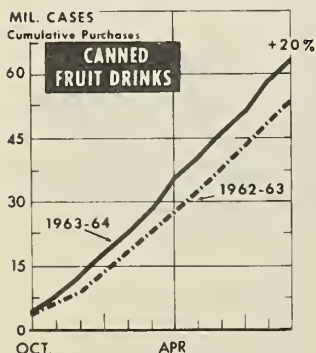
September prices were up moderately to 37.9 cents per 46-ounce can. And the 1963-64 price of 37.5 cents was 8 percent higher than the 1962-63 or the 1957-61 average.

Purchases were slow in 10 months of the 12 months of 1963-64 and the year's total was off 10 percent -- 8.3 million cases -- from the unusual heavy volume of 1962-63 and was slightly below the 1957-61 average. (See figure in margin.)

Buying family expenditures held at the 1962-63 level of 96 cents per month, in contrast to the increases recorded for most other juices and drinks. Since fewer families bought, consumer outlay for canned juices in 1963-64 was 2 percent below 1962-63.

CANNED SINGLE-STRENGTH FRUIT DRINKS

Canned Fruit Drink Market Record High



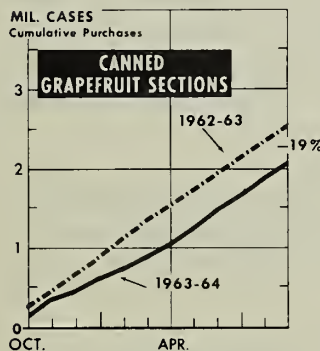
The household market for canned single-strength fruit drinks rose to new peaks in September with purchases up 10 percent -- 428,000 cases -- from September 1963 and up 53 percent from the 1959-61 average for the month. The gains were attributed to increases in number of buyers coupled with a larger size of purchase. (See tables 11, 14-19 and figures 7-9.)

Sales were brisk throughout the reporting year: Cumulative purchases were up 20 percent -- 10.6 million cases -- from 1962-63 to a new high; share of market rose from 21 to 27 percent; and cumulative expenditures were up 22 percent -- \$34.7 million -- from 1962-63, the previous high year. (See figure in margin.) Prune juice was the only other juice or drink bought in larger volume than in 1962-63.

September prices for canned fruit drinks averaged 31.6 cents per 46-ounce can, within 1 cent or so of amounts paid since 1959. The typical buyer spent \$1.10 per month for them or 11 percent more than in 1962-63. Except for frozen concentrated and chilled orange juices, this was considerably above the expenditures made for competing products.

CANNED AND CHILLED CITRUS SALADS AND SECTIONS

Few Buy Canned Grapefruit Sections



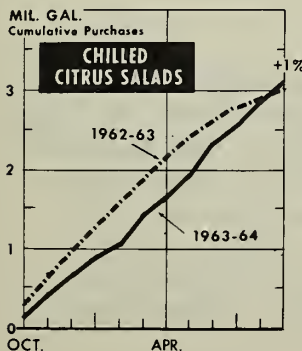
Canned grapefruit sections were bought in the same quantity in September 1964 as in the corresponding month of 1963. Nonetheless, the proportion of families buying (3.1 percent) was the smallest recorded for the month in the 8-years for which data have been available. On the other hand, the size of purchase was larger-than-usual. (See tables 16-19 and figures 7-9.)

Movement was slow in most months of 1963-64 and total purchases for the year were down 19 percent or 479,000 cases from 1962-63 to a new low. (See figure in margin.)

Prices paid averaged 28.2 cents per No. 303 can in September, an advance of 8 percent over a year earlier. The season's average price of 27.7 cents was up 21 percent from 1962-63.

Buyers spent 82 cents per month for canned grapefruit sections in 1963-64, 11 percent more than in 1962-63. However, since fewer families bought, total consumer outlay held about the same.

Expenditures for Chilled Citrus Salads Up



Household purchases of chilled citrus salads and sections in September, as well as those in the 4 preceding months, were substantially larger than in corresponding year-earlier months. These gains offset the slow start in 1963-64 and October-September cumulative purchases were about the same as in 1962-63 when these products were first reported. (See tables 16-19.)

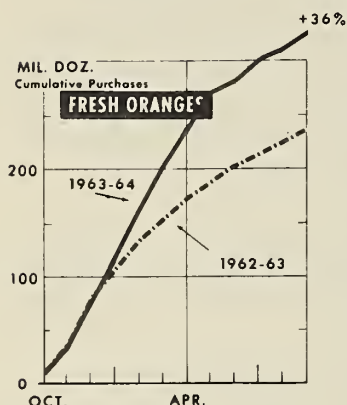
About 1.2 percent of the Nation's families served chilled citrus salads in September, double the proportion of a year earlier. Size of purchase held at 1.4 quarts per buying family.

September retail prices of 74.1 cents per quart were down 10 percent from a year earlier. Even so, the 1963-64 average was up moderately from 1962-63 to 74.6 cents per quart.

Buyers spent \$1.04 per month for chilled sections in 1963-64, or 5 percent more in 1962-63. Total consumer outlay was up 8 percent.

FRESH ORANGES AND GRAPEFRUIT

More Spent for Fresh Oranges



Fresh orange purchases in September were down 12 percent -- 1.4 million dozen -- from the comparable 1963 month. The decline was occasioned by a drop of 2 percentage points in the proportion of families buying, with part of that loss offset by a larger size purchase. (See tables 12, 16-19 and figures 7-9.)

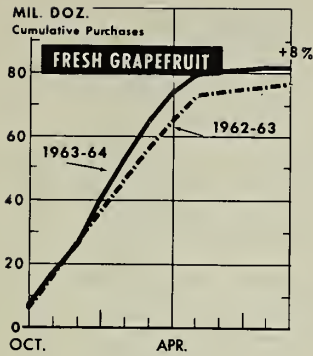
September prices of 64 cents per dozen oranges were the highest since mid-1963. Nevertheless, prices for the season averaged only 58 cents compared with 64 cents in 1962-63.

Those who bought oranges in 1963-64 spent \$1.04 per month for them, or 4 percent more than a year earlier. Cumulative outlay for the year was up 25 percent -- \$38.1 million -- from 1962-63. Cumulative purchases were up 36 percent or 85.4 million dozen. (See figure in margin.)

Of the total amount consumers spent for fresh and processed oranges, about one-third went for fresh fruit and two-thirds was for frozen concentrated, chilled, and canned single-strength orange juices.

Grapefruit Sales Off, Expenditures Up

Supplies of fresh grapefruit were seasonally low for September and purchases were only two-thirds as large as in the corresponding month of 1963. The decline was a result of a drop in number of buyers to only 2.2 percent of the Nation's families, the smallest proportion recorded for any month in this 15-year series. Part of that loss, however, was counterbalanced by a larger size of purchase. (See tables 13, 16-19 and figures 7-9.)



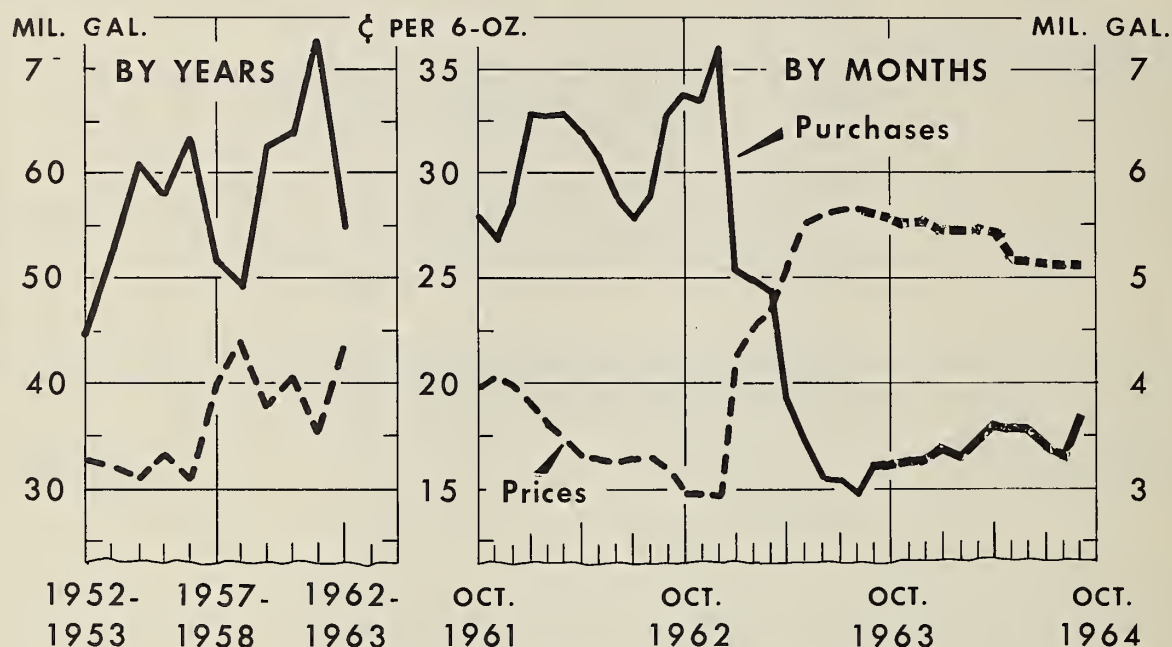
Prices paid averaged \$1.72 per dozen in September, well above levels that prevailed in recent years. The average price for the reporting year begun October 1963 was \$1.20, 12 percent higher than a year earlier.

October-September cumulative purchases were up 8 percent -- 6.2 million dozen -- from 1962-63. (See figure in margin.) Expenditures among those who bought averaged 90 cents per month compared with 78 cents in the preceding year. Since both purchases and prices were up, total outlay for the year was up 21 percent or \$17.1 million from 1962-63.

Contrary to the purchasing pattern for oranges, consumers spent more than twice as much for fresh grapefruit as they did for grapefruit products.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	6,719	3,238	31.5	20.5	50.0	36.4	19.7	15.9	27.7
Nov.	4,970	6,669	3,263	31.3	20.4	49.8	36.9	19.9	15.9	27.4
Dec.	4,996	7,215	3,240	32.7	20.3	51.5	36.4	19.6	15.7	27.8
Oct.-Dec.	15,077	20,603	9,741	---	---	---	---	---	---	---
Jan.	5,312	5,066	3,398	28.2	21.4	41.9	36.0	19.6	21.3	27.3
Feb.	5,207	4,983	3,283	28.5	20.4	40.7	36.4	19.6	22.6	27.4
Mar.	5,172	4,855	3,494	28.2	20.5	40.2	38.3	19.6	23.2	27.4
Jan.-Mar.	15,691	14,904	10,175	---	---	---	---	---	---	---
Apr.	5,147	3,801	3,649	23.2	20.7	38.1	39.5	19.3	25.4	27.0
May	4,941	3,393	3,572	21.7	20.5	36.3	39.3	19.3	27.5	25.7
June	4,740	3,069	3,551	19.2	19.8	37.1	39.4	19.5	27.8	25.7
Apr.-June	14,828	10,263	10,772	---	---	---	---	---	---	---
July	4,601	3,049	3,349	19.3	19.1	36.6	39.0	19.6	28.1	25.6
Aug.	4,580	2,931	3,290	18.8	19.6	36.1	38.0	19.8	28.2	25.6
Sept.	5,111	3,222	3,728	20.2	21.4	36.9	39.2	19.6	28.0	25.4
July-Sept.	14,292	9,202	10,367	---	---	---	---	---	---	---
Season	59,888	54,972	41,055	---	---	---	---	19.6	21.7	26.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 1A.--FROZEN CONCENTRATED ORANGE JUICE IN FREEZE AND RECOVERY YEARS: Consumer purchases and expenditures, percentage of families buying, and average prices paid, October 1962 to date with comparisons 1/

Period 2/	Total purchases			Proportion of families buying			Purchases per buying family			Prices paid per 6-ounce can			Expenditures			All families		
	1957-1962			1957-1962			1957-1962			1957-1962			1957-1962			1957-1962		
	1958	1963	Change	1958	1963	Difference	1958	1963	Change	1958	1963	Change	1958	1963	Change	1958	1963	Change
	1,000 gals.	1,000 gals.	Pct.	Pct.	Pct.	Pct.	Oz.	Oz.	Cents	Cents	Cents	Dol.	Dol.	Dol.	Pct.	1,000 gals.	1,000 gals.	Pct.
October	5,851	6,719	+14.8	30.9	31.5	+ .6	49	50	15.2	15.9	44.6	1.24	1.32	1.32	+6.5	18,973	22,790	+20.1
November	5,770	6,669	+15.6	31.2	31.3	+ .1	46	50	15.4	15.9	+3.2	1.18	1.32	1.32	+11.9	18,956	22,621	+19.3
December	5,288	7,215	+36.4	29.3	32.7	+3.4	45	52	15.9	15.7	-1.3	1.19	1.35	1.35	+13.4	17,937	24,165	+34.7
January	4,626	5,066	+9.5	27.9	28.2	+ .3	42	42	18.9	21.3	+12.7	1.34	1.49	1.49	+11.2	18,652	23,020	+23.4
February	4,423	4,983	+12.7	28.0	28.5	+ .5	41	41	20.3	22.6	+11.3	1.38	1.53	1.53	+10.9	19,154	24,024	+25.4
March	4,360	4,855	+11.4	26.7	28.2	+1.5	41	40	21.2	23.2	+9.4	1.45	1.55	1.55	+6.9	19,719	24,029	+21.9
April	3,992	3,801	-4.8	25.2	23.2	-2.0	40	38	22.2	25.4	+14.4	1.47	1.61	1.61	+9.5	18,906	20,596	+8.9
May	3,915	3,393	-13.3	24.2	21.7	-2.5	42	36	22.5	27.5	+22.2	1.56	1.66	1.66	+6.4	18,792	19,905	+5.9
June	3,320	3,069	-7.6	23.5	19.2	-4.3	35	37	23.9	27.8	+16.3	1.41	1.72	1.72	+22.0	16,927	18,201	+7.5
July	3,284	3,049	-7.2	22.9	19.3	-3.6	36	37	24.2	28.1	+16.1	1.46	1.71	1.71	+17.1	16,954	18,277	+7.8
August	3,267	2,931	-10.3	23.0	18.8	-4.2	36	36	24.6	28.2	+14.6	1.46	1.70	1.70	+16.4	17,145	17,633	+2.8
September	3,490	3,222	-7.7	24.0	20.2	-3.8	36	37	24.7	28.0	+13.4	1.50	1.72	1.72	+14.7	18,390	19,246	+4.7
Season 3/	51,586	54,972	+6.6	---	---	---	---	---	20.0	21.7	+8.5	---	---	---	---	220,505	254,507	+15.4
October	1958-1964	1963-1964	---	1958-1963	1963-1964	---	1958-1963	1963-1964	1958-1963	1963-1964	---	1958-1963	1963-1964	1963-1964	---	1958-1963	1963-1964	---
November	3,743	3,238	-13.5	24.4	20.5	-3.9	38	36	24.8	27.7	+11.7	1.58	1.68	1.68	+6.3	19,803	19,134	-3.4
December	3,646	3,263	-10.5	24.1	20.4	-3.7	37	37	25.0	27.4	+9.6	1.56	1.69	1.69	+8.3	19,445	19,073	-1.9
January	3,276	3,240	-1.1	22.4	20.3	-2.1	37	36	25.5	27.8	+9.0	1.58	1.69	1.69	+7.0	17,821	19,215	+7.8
February	4,364	3,398	-22.1	25.8	21.4	-4.4	41	36	22.0	27.3	+24.1	1.51	1.64	1.64	+8.6	20,481	19,790	-3.4
March	4,436	3,283	-26.0	26.2	20.4	-5.8	42	36	20.5	27.4	+33.7	1.42	1.66	1.66	+16.9	19,400	19,190	-1.1
April	4,367	3,494	-20.0	26.1	20.5	-5.6	42	38	20.3	27.4	+35.0	1.42	1.75	1.75	+23.2	18,912	20,423	+8.0
May	4,448	3,649	-18.0	25.8	20.7	-5.1	43	40	20.2	27.0	+33.7	1.45	1.78	1.78	+22.8	19,168	21,018	+9.7
June	4,131	3,572	-13.5	24.8	20.5	-4.3	41	39	20.7	25.7	+24.2	1.42	1.68	1.68	+18.3	18,242	19,584	+7.4
July	4,066	3,551	-12.7	25.9	19.8	-6.1	40	39	21.3	25.7	+20.7	1.41	1.69	1.69	+19.9	18,476	19,469	+5.4
August	4,018	3,349	-16.7	24.5	19.1	-5.4	40	39	22.0	25.6	+16.4	1.46	1.66	1.66	+13.7	18,858	18,290	-3.0
September	3,971	3,290	-17.2	24.5	19.6	-4.9	41	38	22.3	25.6	+14.8	1.53	1.62	1.62	+8	18,891	17,968	-4.9
Season 3/	48,975	41,055	-16.2	---	---	---	---	---	22.1	26.6	+20.4	---	---	---	---	230,755	233,354	+1.1

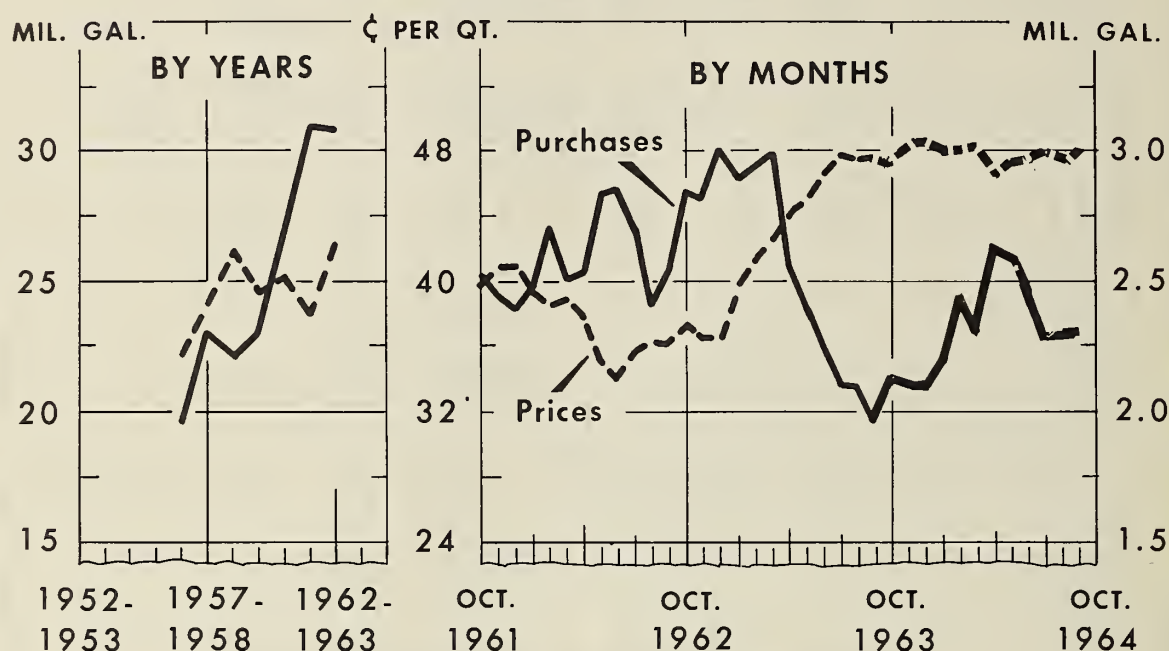
1/ Freezes occurred in December 1957 and December 1962. Tree and fruit losses in 1962 were the greatest for many years.

2/ Data are for 4-week periods to facilitate comparisons.

3/ 48-week periods.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

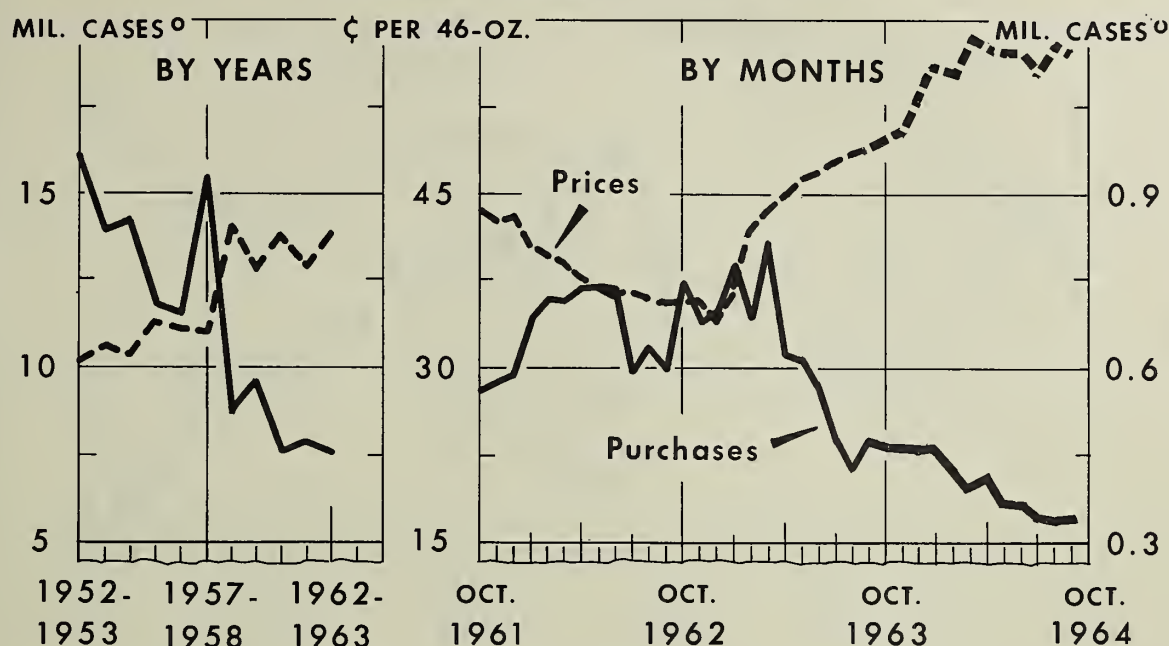
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,849	2,144	6.0	5.1	111.7	97.5	39.7	37.1	47.3
Nov.	2,017	2,811	2,074	6.2	4.7	106.7	102.4	40.2	36.4	48.5
Dec.	1,911	3,002	2,097	6.3	4.7	111.4	99.0	40.0	36.3	48.1
Oct.-Dec.	5,878	8,662	6,315	---	---	---	---	---	---	---
Jan.	2,098	2,884	2,197	6.4	5.4	105.4	91.9	39.1	39.8	47.9
Feb.	2,288	2,948	2,440	6.5	5.5	105.1	98.9	38.7	41.6	47.9
Mar.	2,267	2,997	2,276	6.4	5.2	109.3	98.7	39.6	42.4	48.1
Jan.-Mar.	6,653	8,829	6,913	---	---	---	---	---	---	---
Apr.	2,239	2,555	2,677	5.6	6.1	106.5	97.7	39.3	44.1	46.4
May	2,339	2,393	2,565	5.5	5.6	100.4	103.0	38.7	44.9	47.4
June	2,291	2,249	2,412	5.4	5.3	96.6	99.9	38.3	46.6	47.7
Apr.-June	6,869	7,197	7,654	---	---	---	---	---	---	---
July	2,064	2,099	2,282	5.1	5.1	94.2	100.0	39.1	47.7	48.0
Aug.	1,901	2,094	2,296	4.9	4.8	98.4	107.6	39.6	47.4	47.2
Sept.	1,974	1,951	2,290	4.6	5.0	98.8	102.8	39.6	47.5	48.0
July-Sept.	5,939	6,144	6,868	---	---	---	---	---	---	---
Season	25,339	30,832	27,750	---	---	---	---	39.3	42.1	47.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

\circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

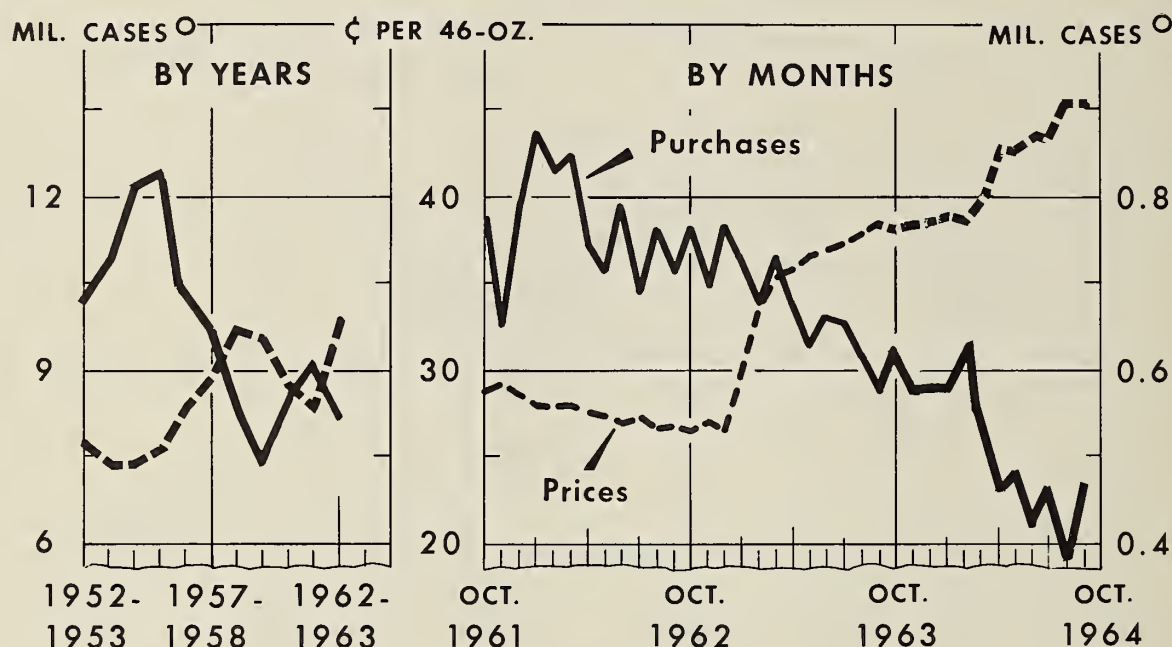
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	749	455	6.3	4.5	94.3	78.5	37.8	35.5	50.2
Nov.	808	677	456	5.9	4.3	90.5	84.4	37.7	35.8	51.4
Dec.	754	699	450	6.0	4.4	92.3	79.3	38.1	34.0	53.7
Oct.-Dec.	2,414	2,125	1,361	---	---	---	---	---	---	---
Jan.	892	779	453	6.6	4.4	93.2	79.5	37.0	36.5	56.0
Feb.	909	680	415	6.7	4.3	80.3	77.0	37.5	41.8	55.4
Mar.	915	823	376	6.9	3.8	93.8	78.8	37.5	43.5	58.5
Jan.-Mar.	2,716	2,282	1,244	---	---	---	---	---	---	---
Apr.	881	618	401	5.7	4.2	84.6	77.1	37.8	44.9	57.7
May	838	611	365	5.3	3.8	90.4	73.5	37.9	46.4	57.5
June	806	564	362	5.1	3.5	86.4	80.5	37.7	46.8	57.5
Apr.-June	2,525	1,793	1,128	---	---	---	---	---	---	---
July	764	467	337	4.7	3.5	77.1	76.0	38.5	47.7	55.5
Aug.	708	421	331	4.2	3.4	78.9	74.6	39.0	48.5	57.6
Sept.	709	474	339	4.6	3.4	80.7	75.1	39.9	48.9	57.4
July-Sept.	2,181	1,362	1,007	---	---	---	---	---	---	---
Season	9,836	7,562	4,740	---	---	---	---	38.0	41.7	55.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR. \circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

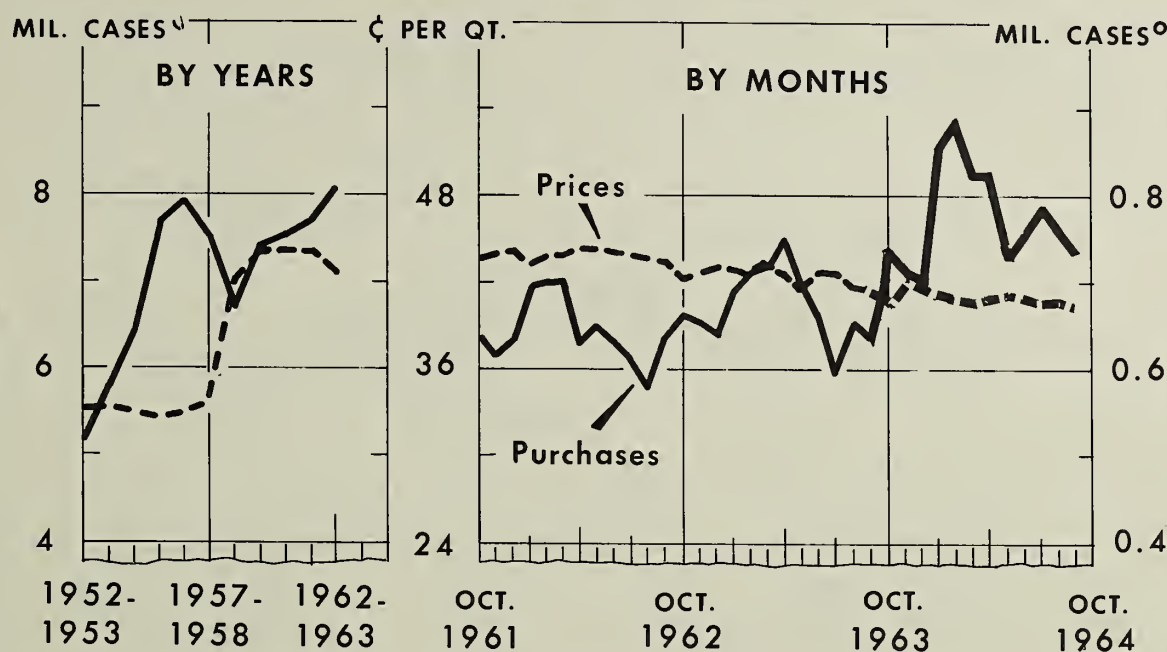
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	765	620	5.8	4.9	104.4	97.2	30.3	26.6	37.9
Nov.	683	697	566	5.4	4.6	102.6	96.7	30.7	27.0	38.4
Dec.	643	765	576	5.4	4.7	111.0	95.1	30.4	26.4	38.3
Oct.-Dec.	2,098	2,227	1,762	---	---	---	---	---	---	---
Jan.	755	726	575	5.8	4.5	98.3	99.1	30.1	29.6	38.9
Feb.	715	674	636	5.7	4.8	93.0	99.6	30.4	33.5	38.5
Mar.	738	728	549	5.9	4.6	97.8	93.5	30.1	35.3	40.3
Jan.-Mar.	2,208	2,128	1,760	---	---	---	---	---	---	---
Apr.	793	668	461	5.2	4.0	99.9	89.4	29.1	35.7	42.8
May	781	621	484	5.0	4.2	97.8	88.8	28.9	36.5	42.5
June	714	659	427	5.4	3.8	95.6	86.3	29.2	36.7	43.5
Apr.-June	2,288	1,948	1,372	---	---	---	---	---	---	---
July	632	652	464	5.1	3.8	99.6	92.8	30.3	37.1	42.9
Aug.	683	606	389	4.5	3.4	103.8	87.6	29.9	37.7	45.3
Sept.	663	568	474	4.8	3.8	92.9	96.4	30.3	38.5	45.1
July-Sept.	1,978	1,826	1,327	---	---	---	---	---	---	---
Season	8,572	8,129	6,221	---	---	---	---	30.0	33.1	40.8

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans...432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

\circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541

ECONOMIC RESEARCH SERVICE

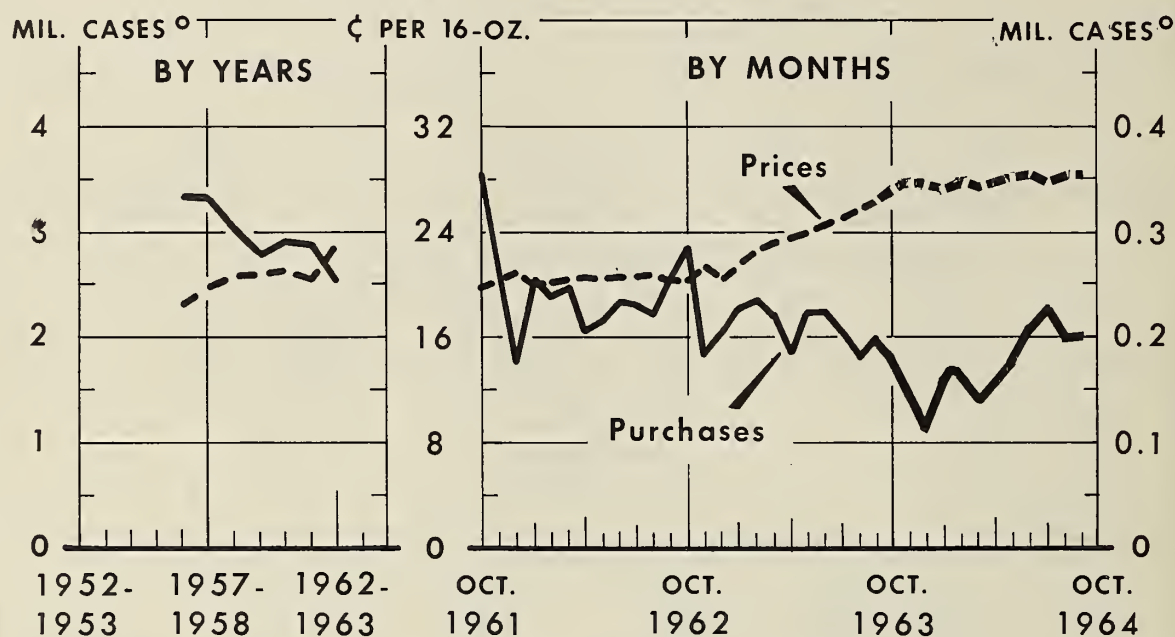
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	660	731	6.9	7.3	75.6	77.6	39.9	42.1	40.8
Nov.	598	652	708	6.9	7.2	74.6	76.1	40.5	42.5	42.0
Dec.	599	636	706	6.3	7.3	79.7	74.5	40.8	42.8	41.6
Oct.-Dec.	1,829	1,948	2,145	---	---	---	---	---	---	---
Jan.	652	693	856	7.1	8.4	76.8	78.3	40.9	42.7	40.7
Feb.	653	716	888	7.7	8.7	73.6	78.9	41.4	42.4	40.5
Mar.	654	719	824	7.8	8.6	72.6	73.5	41.5	43.2	40.5
Jan.-Mar.	1,959	2,128	2,568	---	---	---	---	---	---	---
Apr.	602	749	826	8.1	8.0	72.8	78.1	41.7	42.3	40.8
May	607	700	734	7.4	7.4	74.1	75.8	41.8	41.2	41.1
June	600	659	756	7.1	7.4	72.3	77.7	41.7	42.4	40.9
Apr.-June	1,809	2,108	2,316	---	---	---	---	---	---	---
July	571	594	791	6.3	7.8	73.1	76.9	41.7	42.3	40.6
Aug.	569	651	763	6.8	7.4	74.3	78.9	41.6	41.6	41.1
Sept.	602	632	734	6.6	7.2	74.5	78.5	41.7	41.4	40.0
July-Sept.	1,742	1,877	2,228	---	---	---	---	---	---	---
Season	7,339	8,061	9,317	---	---	---	---	41.3	42.2	40.9

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	285	183	4.5	3.2	55.0	49.4	20.0	20.1	27.0
Nov.	249	182	143	3.3	2.9	49.0	43.0	20.3	21.2	27.8
Dec.	192	201	111	3.3	2.4	54.1	39.8	20.5	20.3	27.6
Oct.-Dec.	752	668	437	---	---	---	---	---	---	---
Jan.	245	228	164	3.8	3.1	52.4	45.8	20.2	21.3	26.9
Feb.	239	233	159	3.8	2.7	53.0	49.7	20.2	22.5	27.6
Mar.	225	219	142	3.9	2.9	48.4	41.4	20.4	22.9	27.5
Jan.-Mar.	709	680	465	---	---	---	---	---	---	---
Apr.	227	182	162	3.4	3.1	47.1	44.2	20.3	23.3	27.9
May	233	223	176	3.9	3.4	49.2	44.3	20.4	23.8	28.1
June	255	223	207	3.9	3.6	50.7	49.8	20.5	24.5	28.2
Apr.-June	715	628	545	---	---	---	---	---	---	---
July	264	204	234	3.4	3.9	51.4	51.4	20.7	24.7	27.6
Aug.	253	179	199	3.1	3.3	50.7	52.1	20.4	25.6	28.2
Sept.	284	200	200	3.3	3.1	52.6	55.5	20.4	26.1	28.2
July-Sept.	801	583	633	---	---	---	---	---	---	---
Season	2,977	2,559	2,080	---	---	---	---	20.4	22.9	27.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 8.--OTHER FROZEN CONCENTRATED AND CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date

Period 1/	Other frozen concentrated juices 2/				Other canned single-strength juices 3/					
	Purchases		Prices paid per 6-ounce can		Purchases		Proportion of families buying		Purchases per buying family	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1963-1964	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Cents	Cents	1,000 cases	1,000 cases	Percent	Ounces	Cents	Cents
Oct.	675	932	18.2	20.7	4,391	5,041	34.3	114.1	29.8	30.6
Nov.	643	853	18.2	21.2	4,535	4,619	34.1	103.6	29.9	31.5
Dec.	676	725	17.9	21.4	4,247	4,705	35.2	102.8	30.3	31.8
Oct.-Dec.	1,994	2,510	---	---	13,173	14,365	---	---	---	---
Jan.	1,027	981	18.2	21.3	5,340	5,106	36.8	107.4	29.8	32.0
Feb.	1,082	1,007	19.0	21.0	5,867	5,140	36.3	108.2	29.8	31.8
Mar.	1,106	944	19.1	21.6	6,242	4,982	36.6	105.2	30.0	31.9
Jan.-Mar.	3,215	2,932	---	---	17,449	15,228	---	---	---	---
Apr.	1,161	1,102	19.2	21.1	5,605	4,759	34.9	104.8	30.5	33.1
May	1,208	828	19.4	21.5	5,510	4,668	34.4	103.8	30.2	32.9
June	975	834	20.3	21.0	5,171	4,433	33.8	100.4	30.8	32.8
Apr.-June	3,344	2,764	---	---	16,286	13,860	---	---	---	---
July	903	800	20.3	21.1	4,720	4,328	32.2	101.4	31.4	32.6
Aug.	872	832	20.6	20.6	4,740	4,256	32.0	100.9	31.5	31.5
Sept.	822	794	21.0	21.2	4,748	4,220	31.3	102.2	31.7	32.1
July-Sept.	2,597	2,426	---	---	14,208	12,804	---	---	---	---
Season	11,150	10,632	19.3	21.1	61,116	56,257	---	---	30.5	32.0

Table 9.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 4/

Period 1/	Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	311	194	1.8	1.0	42.1	43.9	63.0	77.9
Nov.	394	256	2.0	1.3	47.0	47.4	61.6	68.9
Dec.	326	222	1.7	1.2	45.2	45.3	62.4	71.3
Oct.-Dec.	1,031	672	---	---	---	---	---	---
Jan.	295	222	1.7	1.2	42.4	44.5	64.8	76.1
Feb.	298	251	1.6	1.2	45.4	49.6	70.2	75.8
Mar.	286	224	1.6	1.3	42.5	41.8	72.5	74.6
Jan.-Mar.	879	697	---	---	---	---	---	---
Apr.	284	280	1.4	1.3	47.2	51.5	75.0	74.5
May	258	338	1.4	2.1	43.2	37.6	76.8	74.6
June	180	312	1.0	1.9	44.1	39.3	77.5	76.2
Apr.-June	722	930	---	---	---	---	---	---
July	144	288	0.9	1.4	37.2	46.4	80.7	75.5
Aug.	134	260	0.7	1.4	44.9	41.8	82.6	75.8
Sept.	119	225	0.6	1.2	45.5	45.5	82.5	74.1
July-Sept.	397	773	---	---	---	---	---	---
Season	3,029	3,072	---	---	---	---	70.2	74.6

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

2/ Includes citrus blends and concentrates other than orange. 3/ Includes citrus blends and canned juices other than orange, grapefruit, and prune. 4/ These estimates, like all others in this report, are based on

sample data, and are subject to sampling errors. Because of the small number of families buying estimates for chilled salads particularly should be used with caution.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 10.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,565	6,847	40.7	41.5	127	128.2	---	33.2	35.6
Nov.	6,495	6,561	6,349	42.1	41.3	123	117.8	---	33.3	36.8
Dec.	6,152	6,347	6,437	41.2	41.8	122	117.7	---	33.4	37.0
Oct.-Dec.	19,379	19,473	19,633	---	---	---	---	---	---	---
Jan.	6,931	7,538	6,990	45.5	44.2	130	122.0	---	33.4	37.4
Feb.	6,940	7,937	7,079	47.1	43.8	133	123.4	---	34.0	37.1
Mar.	7,015	8,512	6,731	47.9	43.9	140	118.4	---	34.5	37.3
Jan.-Mar.	20,886	23,987	20,800	---	---	---	---	---	---	---
Apr.	6,875	7,640	6,447	45.7	41.8	131	118.5	---	35.1	38.6
May	6,817	7,442	6,251	44.9	40.4	130	117.8	---	34.8	38.2
June	6,454	7,053	5,978	43.6	40.0	127	114.2	---	35.4	38.4
Apr.-June	20,146	22,135	18,676	---	---	---	---	---	---	---
July	6,013	6,433	5,920	41.7	38.9	120	115.2	---	35.9	38.2
Aug.	5,892	6,418	5,739	40.3	38.6	124	112.9	---	36.1	37.6
Sept.	5,995	6,422	5,767	39.7	37.8	126	115.8	---	36.3	37.9
July-Sept.	17,900	19,273	17,426	---	---	---	---	---	---	---
Season	78,311	84,868	76,535	---	---	---	---	---	34.6	37.5

Table 11.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1959-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1959-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	3,304	4,630	18.9	23.6	138	152.2	32.0	30.7	32.0
Nov.	2,577	2,905	3,990	17.5	21.9	131	143.2	32.8	31.7	32.2
Dec.	2,635	2,859	4,224	17.4	21.9	130	150.2	32.3	31.8	32.8
Oct.-Dec.	8,070	9,068	12,844	---	---	---	---	---	---	---
Jan.	3,235	4,176	5,094	22.2	25.0	148	156.0	31.8	30.4	32.1
Feb.	3,362	4,594	5,624	23.9	26.5	151	164.0	31.9	30.9	32.1
Mar.	3,408	4,703	5,471	25.5	26.5	145	160.3	31.7	30.9	32.1
Jan.-Mar.	10,005	13,473	16,189	---	---	---	---	---	---	---
Apr.	3,558	5,075	5,957	26.4	28.4	151	162.4	31.7	30.9	31.8
May	3,758	5,169	6,213	26.5	29.1	153	165.2	31.7	31.0	31.7
June	4,027	5,035	5,980	26.4	28.6	149	160.3	31.3	31.3	31.4
Apr.-June	11,343	15,279	18,150	---	---	---	---	---	---	---
July	4,007	5,600	6,201	28.0	28.6	156	165.8	30.8	31.1	30.9
Aug.	3,486	5,241	5,498	26.2	25.8	156	164.1	31.1	31.5	31.0
Sept.	3,233	4,509	4,937	23.5	23.2	150	162.2	31.5	32.1	31.6
July-Sept.	10,726	15,350	16,636	---	---	---	---	---	---	---
Season	40,144	53,170	63,819	---	---	---	---	31.7	31.2	31.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 24 cans ... 432 ounces per case.

Table 12.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	22,954	12,888	12,673	15.3	15.4	18.4	17.8	52.6	62.4	62.3
Nov.	33,469	24,791	20,614	27.9	24.9	19.5	17.9	45.2	48.6	59.7
Dec.	48,925	42,444	40,586	41.5	40.8	22.4	21.4	43.4	49.4	55.8
Oct.-Dec.	105,348	80,123	73,873	---	---	---	---	---	---	---
Jan.	48,506	27,332	42,660	31.8	39.2	18.8	23.3	45.9	67.3	57.5
Feb.	48,592	25,296	43,928	29.5	39.5	18.7	23.8	49.6	72.9	57.4
Mar.	42,941	20,699	41,937	25.6	38.0	17.7	23.7	51.8	74.6	57.6
Jan.-Mar.	140,039	73,327	128,525	---	---	---	---	---	---	---
Apr.	35,817	18,016	35,406	22.5	32.7	17.5	23.1	53.7	77.4	61.2
May	29,927	16,790	28,964	20.8	28.1	17.6	22.0	51.3	75.3	58.3
June	21,441	13,997	21,673	17.4	21.8	17.5	21.3	54.2	68.6	56.3
Apr.-June	87,185	48,803	86,043	---	---	---	---	---	---	---
July	14,214	12,232	12,900	14.3	13.9	18.5	19.7	54.6	61.0	61.3
Aug.	11,182	10,091	9,994	11.7	10.5	18.7	20.1	56.5	61.8	61.4
Sept.	12,916	11,491	10,122	13.5	11.3	18.5	19.1	54.1	58.3	64.0
July-Sept.	38,312	33,814	33,016	---	---	---	---	---	---	---
Season	370,884	236,067	321,457	---	---	---	---	49.7	63.5	58.5

Table 13.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	7,632	5,796	6,410	17.1	19.2	7.4	7.2	93.0	96.5	117.3
Nov.	10,234	10,570	10,203	24.7	23.4	9.4	9.4	86.1	87.4	110.4
Dec.	11,023	11,349	10,760	23.7	23.5	10.5	9.8	83.4	88.4	109.5
Oct.-Dec.	28,889	27,715	27,373	---	---	---	---	---	---	---
Jan.	13,533	9,217	12,880	21.2	27.1	9.5	10.2	83.9	106.2	110.7
Feb.	14,486	10,191	13,057	22.6	26.8	9.9	10.5	82.6	106.8	110.8
Mar.	14,106	9,963	12,027	21.8	25.5	10.0	10.1	85.2	108.6	117.2
Jan.-Mar.	42,125	29,371	37,964	---	---	---	---	---	---	---
Apr.	11,086	8,933	8,375	19.4	19.1	10.0	9.4	94.1	115.6	137.0
May	6,769	5,946	4,370	15.0	11.8	8.6	7.9	107.3	133.2	154.2
June	3,422	2,663	2,454	8.7	7.4	6.7	7.0	116.3	163.5	158.6
Apr.-June	21,277	17,542	15,199	---	---	---	---	---	---	---
July	1,669	765	1,028	3.2	3.3	5.3	6.5	119.4	167.4	155.2
Aug.	1,221	466	726	2.2	2.6	4.7	5.9	126.8	166.2	160.5
Sept.	1,156	836	559	3.9	2.2	4.6	5.5	129.7	136.9	172.1
July-Sept.	4,046	2,067	2,313	---	---	---	---	---	---	---
Season	96,337	76,695	82,849	---	---	---	---	90.5	107.1	119.8

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 14.--Total consumer purchases of orange and grapefruit juices, other juices, and fruit drinks, equivalent single-strength basis, October 1961 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Total juices and canned single-strength fruit drinks			Frozen concentrated: fruit drinks			Total all products		
	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64
	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases
Monthly																		
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	19,475	17,053	1,974	19,027	
November	8,276	10,110	5,504	5,696	5,949	6,338	2,736	2,905	3,990	16,708	18,964	15,832	1,407	18,964	15,832	1,407	17,239	
December	8,877	10,903	5,486	5,825	5,684	6,270	2,702	2,859	4,224	17,404	19,446	15,980	1,201	19,446	15,980	1,201	17,181	
Oct.-Dec.	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	57,885	48,865	4,582	53,447	
January	10,105	8,363	5,706	6,302	7,250	7,124	3,523	4,176	5,094	19,930	19,789	17,924	1,553	19,789	17,924	1,553	19,477	
February	10,146	8,132	5,664	6,246	7,865	7,221	3,505	4,594	5,624	19,897	20,591	18,509	1,448	20,591	18,509	1,448	19,957	
March	10,109	8,192	5,739	6,350	8,272	6,925	3,601	4,703	5,471	20,060	21,167	18,135	1,480	21,167	18,135	1,480	19,615	
Jan.-March	30,360	24,687	17,109	18,898	23,387	21,270	10,629	13,473	16,189	59,887	61,547	54,568	4,481	61,547	54,568	4,481	59,049	
April	9,766	6,547	5,979	6,073	7,730	6,891	3,708	5,075	5,957	19,547	19,352	18,827	2,018	19,352	18,827	2,018	20,845	
May	9,539	5,962	5,842	6,172	7,641	6,383	4,000	5,169	6,213	19,711	18,772	18,438	4,393	18,772	18,438	4,393	22,831	
June	9,214	5,526	5,712	5,684	6,985	6,177	4,023	5,035	5,980	18,921	17,546	17,861	4,561	17,546	17,861	4,561	22,430	
Apr.-June	28,519	18,035	17,533	17,929	22,356	19,451	11,731	15,279	18,150	58,179	55,670	55,134	10,972	55,670	55,134	10,972	66,106	
July	8,639	5,354	5,446	5,534	6,384	6,067	4,054	5,600	6,201	18,227	17,338	17,714	5,826	17,338	17,714	5,826	23,540	
August	8,963	5,120	5,299	5,187	6,424	6,005	3,506	5,241	5,498	17,556	16,785	16,802	4,076	16,785	16,802	4,076	20,878	
September	9,841	5,438	5,910	5,411	6,354	5,895	3,383	4,509	4,937	18,635	16,301	16,742	2,789	16,301	16,742	2,789	19,531	
July-Sept.	27,443	15,912	16,655	16,132	19,162	17,967	10,943	15,350	16,636	54,518	50,424	51,258	12,691	50,424	51,258	12,691	63,949	
Cumulative																		
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	19,475	17,053	1,974	19,027	
November	17,210	20,430	11,051	11,716	11,800	13,214	5,837	6,209	8,620	34,763	38,439	32,885	3,381	38,439	32,885	3,381	36,266	
December	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	57,885	48,865	4,582	53,447	
January	36,192	39,696	22,243	23,843	24,734	26,608	12,062	13,244	17,938	72,097	77,674	66,789	6,135	77,674	66,789	6,135	72,924	
February	46,338	47,828	27,907	30,089	32,599	33,829	15,567	17,838	23,562	91,994	98,265	85,298	7,583	98,265	85,298	7,583	92,881	
March	56,447	56,020	33,646	36,439	40,871	40,754	19,168	22,541	29,033	112,054	119,432	103,433	9,063	119,432	103,433	9,063	112,496	
April	66,213	62,567	39,625	42,512	48,601	47,645	22,876	27,616	34,990	131,601	138,784	122,260	11,081	138,784	122,260	11,081	133,341	
May	75,752	68,529	45,467	48,684	56,242	54,028	26,876	32,785	41,203	151,312	157,556	140,698	15,474	157,556	140,698	15,474	156,172	
June	84,966	74,055	51,179	54,368	63,227	60,205	30,899	37,820	47,183	170,233	175,102	158,567	20,035	175,102	158,567	20,035	178,602	
July	93,605	79,409	56,625	59,902	69,611	66,272	34,953	43,420	53,384	188,460	192,440	176,281	25,861	192,440	176,281	25,861	202,142	
August	102,568	84,529	61,924	65,089	76,035	72,277	38,459	48,661	58,882	206,116	209,225	193,083	29,937	209,225	193,083	29,937	223,020	
September	112,409	89,967	67,834	70,500	82,389	78,172	41,842	53,170	63,819	224,751	225,526	209,825	32,726	225,526	209,825	32,726	242,551	

1/ Frozen concentrated juices and orange drink converted to single-strength equivalent at 4 to 1; other frozen concentrated fruit drinks, marketed at various concentrations, at 4.7 to 1. The latter is an approximation, as the product mix, which may vary by months, is not available. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 15.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1962 to date 1/

Month and year	Frozen concentrated 3/					Chilled orange juice	Canned single-strength juices					Canned single- strength fruit drinks	Average 5/
	Juices		Fruit drinks				Canned single-strength juices						
	Orange	Other 4/	Average	Orange	Other 4/		Average	Orange	Grapefruit	Pine	Other 4/		
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1962-63													
October	4.0	4.6	4.0	---	---	7.0	4.6	3.5	7.9	3.9	4.3	4.0	(4.3)
November	4.0	4.6	4.0	---	---	6.8	4.7	3.5	8.0	3.9	4.3	4.1	(4.3)
December	3.9	4.5	4.0	---	---	6.8	4.4	3.4	8.0	4.0	4.4	4.2	(4.3)
January	5.3	4.6	5.2	---	---	7.5	4.8	3.9	8.0	3.9	4.4	4.0	(4.7)
February	5.6	4.8	5.5	---	---	7.8	5.5	4.4	8.0	3.9	4.4	4.0	(4.9)
March	5.8	4.8	5.6	---	---	8.0	5.7	4.6	8.1	3.9	4.5	4.0	(4.9)
April	6.4	4.8	6.0	4.4	2.7	8.3	5.9	4.7	7.9	4.0	4.6	4.0	4.8
May	6.9	4.8	6.4	4.1	2.5	8.4	6.1	4.8	7.7	3.9	4.5	4.0	4.7
June	7.0	5.1	6.5	4.1	2.5	8.7	6.1	4.8	8.0	4.0	4.6	4.1	4.6
July	7.0	5.1	6.6	3.6	2.5	8.9	6.2	4.8	7.9	4.1	4.7	4.1	4.5
August	7.1	5.2	6.6	3.8	2.5	8.9	6.3	4.9	7.8	4.1	4.7	4.1	4.6
September	7.0	5.2	6.6	4.0	2.4	8.9	6.4	5.0	7.8	4.1	4.7	4.2	4.9
Season	5.4	4.8	5.3	---	---	7.9	5.4	4.3	7.9	4.0	4.5	4.1	(4.6)
1963-64													
October	6.9	5.2	6.5	4.2	2.8	8.9	6.5	4.9	7.6	4.0	4.6	4.2	5.0
November	6.8	5.3	6.5	4.4	3.0	9.1	6.7	5.0	7.9	4.1	4.8	4.2	5.2
December	7.0	5.4	6.6	4.5	2.9	9.0	7.0	5.0	7.8	4.1	4.8	4.3	5.2
January	6.8	5.3	6.5	4.4	3.0	9.0	7.3	5.1	7.6	4.2	4.9	4.2	5.2
February	6.8	5.2	6.5	4.4	3.1	9.0	7.2	5.0	7.6	4.1	4.8	4.2	5.1
March	6.8	5.4	6.6	4.4	3.0	9.0	7.6	5.3	7.6	4.2	4.9	4.2	5.2
April	6.8	5.3	6.4	4.4	2.8	8.7	7.5	5.6	7.6	4.3	5.0	4.1	5.1
May	6.4	5.4	6.2	4.1	2.4	8.9	7.5	5.5	7.7	4.3	5.0	4.1	4.7
June	6.4	5.2	6.2	3.9	2.3	8.9	7.5	5.7	7.7	4.3	5.0	4.1	4.7
July	6.4	5.3	6.2	3.8	2.3	9.0	7.2	5.6	7.6	4.3	5.0	4.0	4.5
August	6.4	5.2	6.2	3.8	2.3	8.8	7.5	5.9	7.7	4.1	4.9	4.0	4.6
September	6.4	5.3	6.2	4.0	2.4	9.0	7.5	5.9	7.5	4.2	4.9	4.1	4.9
Season	6.7	5.3	6.4	4.2	2.5	8.9	7.2	5.3	7.7	4.2	4.9	4.1	4.9

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 40-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices and orange drink converted to ready-to-drink basis at 4 to 1; other frozen concentrated fruit drinks at 4.7 to 1. See table 14. 4/ Includes citrus blends. 5/ Data for frozen concentrated fruit drinks not available October-March, 1962-63; hence, prices in parentheses are not comparable with subsequent periods.

Table 16.--Average expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1962 to date ^{1/}

Month and year 2/	Frozen concentrated Orange : Orange juice : drink		Chilled orange juice	Canned single-strength juices			Canned single-strength fruit drinks	Canned grapefruit sections	Chilled citrus salads	Fresh oranges	Fresh grapefruit
	Orange : Grapefruit : Prune : All 3/										
	Dols.	Dols.		Dols.							
1962-63											
October	1.32	---	1.30	.73	.60	.99	.92	.69	.83	.96	.60
November	1.32	---	1.21	.70	.60	.99	.89	.65	.90	.79	.68
December	1.35	---	1.26	.68	.64	1.07	.88	.69	.88	.92	.77
January	1.49	---	1.31	.74	.63	1.02	.95	.70	.86	1.05	.84
February	1.53	---	1.37	.73	.68	.98	.98	.75	1.00	1.14	.88
March	1.55	---	1.45	.89	.75	.98	1.05	.69	.96	1.10	.90
April	1.61	.88	1.47	.83	.78	.96	1.00	.69	1.11	1.13	.96
May	1.66	.69	1.41	.91	.78	.95	.98	.73	1.04	1.10	.95
June	1.72	.69	1.41	.88	.76	.96	.98	.78	1.07	1.00	.91
July	1.71	.70	1.40	.80	.80	.97	.94	.79	.94	.94	.74
August	1.70	.71	1.46	.83	.85	.97	.97	.81	1.16	.96	.65
September	1.72	.79	1.47	.86	.78	.96	.99	.86	1.17	.90	.52
1963-64											
October	1.68	.86	1.44	.86	.80	.99	.99	.83	1.07	.92	.70
November	1.69	.80	1.55	.94	.81	1.00	.94	.75	1.02	.89	.86
December	1.69	.83	1.49	.92	.79	.97	.95	.69	1.01	1.00	.89
January	1.64	.79	1.37	.97	.84	1.00	.99	.77	1.06	1.12	.94
February	1.66	.81	1.48	.93	.84	1.00	.99	.86	1.17	1.14	.98
March	1.75	.82	1.48	1.00	.82	.93	.96	.71	.98	1.14	.98
April	1.78	.86	1.42	.97	.83	1.00	1.00	.77	1.20	1.18	1.07
May	1.68	.79	1.53	.92	.82	.97	.98	.78	.88	1.07	1.02
June	1.69	.73	1.49	1.01	.82	.99	.95	.88	.94	1.00	.92
July	1.66	.78	1.50	.92	.87	.97	.96	.89	1.09	1.01	.84
August	1.62	.75	1.59	.93	.86	1.02	.92	.92	.99	1.03	.79
September	1.66	.77	1.54	.94	.95	.98	.96	.98	1.05	1.02	.79

^{1/} Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. ^{2/} Data are for 4-week (28-day) periods to facilitate comparisons. ^{3/} Includes the detailed as well as all other canned juices.

Table 17.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated juices		Frozen concentrated fruit drinks		Chilled orange juice	Canned single-strength orange juices		Canned single-strength fruit drinks		Canned grape- fruit sections	Chilled citrus salads and sections	Fresh orange- fruit	Fresh grape- fruit	Total 4/	
	Other 3/		Orange, Other 3/			Other 3/		Prune							
	dols.	dols.	dols.	dols.		dols.	dols.	dols.	dols.						
1962-63	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	
Oct.	22,790	2,621	---	---	4,228	2,497	1,911	3,751	12,290	9,528	1,719	8,042	5,593	(75,754)	
Nov.	22,621	2,496	---	---	4,093	2,276	1,767	3,741	12,724	8,644	1,158	12,048	9,238	(81,777)	
Dec.	24,165	2,581	---	---	4,359	2,232	1,897	3,675	12,097	8,533	1,224	20,967	10,033	(92,576)	
Jan.	23,020	3,987	---	---	4,591	2,670	2,018	3,995	14,954	11,915	1,457	18,394	9,788	(97,554)	
Feb.	24,024	4,386	---	---	4,905	2,669	2,120	4,098	16,439	13,328	1,573	18,441	10,884	(103,701)	
March	24,029	4,507	---	---	5,083	3,362	2,413	4,193	17,613	13,661	1,505	15,441	10,820	(103,457)	
April	20,596	4,755	1,597	2,760	4,507	2,606	2,240	4,277	16,072	14,724	1,272	13,944	10,327	100,529	
May	19,905	4,999	1,841	5,025	4,298	2,662	2,129	3,893	15,635	15,042	1,592	12,643	7,920	98,377	
June	18,201	4,222	2,119	7,605	4,192	2,479	2,271	3,772	14,956	14,796	1,639	9,602	4,354	90,765	
July	18,277	3,911	2,190	9,420	4,005	2,092	2,272	3,392	13,918	16,377	1,512	7,462	1,281	86,574	
Aug.	17,633	3,832	2,370	7,441	3,970	1,918	2,146	3,656	14,013	15,484	1,375	6,236	774	81,291	
Sept.	19,246	3,683	2,204	4,249	3,707	2,177	2,054	3,532	14,137	13,595	1,566	6,699	1,144	78,386	
Season	254,507	45,980	(12,321)	(36,500)	51,938	29,640	25,238	45,975	174,848	155,627	17,592	8,500	149,919	82,156	(1,090,741)
1963-64															
Oct.	19,134	4,116	2,103	2,602	4,056	2,145	2,207	4,026	14,487	13,914	1,482	7,895	7,519	86,291	
Nov.	19,073	3,858	1,680	1,874	4,024	2,201	2,041	4,014	13,664	12,066	1,193	12,307	11,264	89,965	
Dec.	19,215	3,310	1,398	1,593	4,035	2,269	2,072	3,965	14,051	13,011	919	22,647	11,782	100,900	
Jan.	19,790	4,458	2,155	1,913	4,209	2,382	2,101	4,703	15,345	15,356	1,323	24,530	14,258	113,199	
Feb.	19,190	4,511	2,153	1,689	4,675	2,159	2,300	4,855	15,350	16,954	1,317	25,215	14,467	115,596	
March	20,423	4,350	1,733	2,007	4,379	2,066	2,078	4,505	14,925	16,493	1,172	24,156	14,096	113,051	
April	21,018	4,960	2,408	2,534	4,969	2,173	1,853	4,550	14,793	17,790	1,356	21,668	11,474	112,380	
May	19,584	3,798	2,207	6,260	4,863	1,971	1,932	4,073	14,423	18,496	1,484	16,886	6,739	103,725	
June	19,469	3,736	1,907	6,421	4,602	1,955	1,744	4,174	13,655	17,634	1,751	12,202	3,892	94,093	
July	18,290	3,601	2,143	8,340	4,381	1,757	1,869	4,335	13,250	17,995	1,938	7,908	1,595	88,272	
Aug.	17,968	3,656	1,593	5,732	4,335	1,791	1,655	4,234	12,590	16,006	1,684	6,136	1,165	79,333	
Sept.	20,200	3,591	1,621	3,784	4,397	1,827	2,008	3,964	12,722	14,651	1,692	6,478	962	78,564	
Season	233,354	47,945	23,101	44,749	52,925	24,696	23,860	51,398	169,255	190,366	17,311	9,168	188,028	99,213	(1,175,369)

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce, and per dozen oranges and grapefruit. 2/ 4 weeks (28-days) per month; 48-weeks per season. 3/ Includes citrus blends. 4/ Data for frozen concentrated fruit drinks not available October-March 1962-63; hence, expenditures in parentheses not comparable with subsequent periods.

Table 18.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks, and other products, September 1963 and 1964. 1/

Product	Total consumer purchases				Proportion of families buying		Purchases per buying family				Average prices paid			
	Volume		Share of market		buying		Number		Average each purchase		Quantity per month			
	Sept. 1963	Sept. 1964	Change	Sept. 1963	Sept. 1964	Sept. 1963	Sept. 1964	Sept. 1963	Sept. 1964	Sept. 1963	Sept. 1964	Unit	Sept. 1963	Sept. 1964
FROZEN CONCENTRATED JUICES:														
Orange	1,000	1,000		Pct.	Pct.	Pct.	No.	Ozs.	Ozs.	Ozs.	Ozs.	Ozs.	Cents	Cents
Other	3,222	3,728	+ 16	19.6	22.6	20.2	2.0	18.1	20.1	36.9	39.2	6	28.0	25.4
Total	822	794	- 3	5.0	4.8	---	1.7	16.3	16.6	---	28.7	6	21.0	21.2
	4,044	4,522	+ 12	24.6	27.4	---	---	---	---	---	---	*	6.6	6.4
FROZEN CONC. FRUIT DRINKS:														
Orange	654	475	- 27	4.0	2.9	5.0	1.4	21.8	20.7	30.2	29.0	6	15.8	16.0
Other	1,732	1,598	- 8	12.4	11.4	---	1.7	---	21.9	---	37.2	6	11.5	11.1
Total	2,386	2,073	- 13	16.4	14.3	---	---	---	---	---	---	*	4.0	4.0
CHILLED ORANGE JUICE														
	1,951	2,290	+ 17	3.0	3.5	4.6	2.4	39.9	42.1	98.8	102.8	32	47.5	48.0
												*	8.9	9.0
CANNED SINGLE-STRENGTH JUICES:														
Orange	1,000	1,000												
Grapefruit	474	339	- 28	2.4	1.7	4.6	1.6	50.1	48.3	80.7	75.1	46	48.9	57.4
Pine	568	474	- 17	2.9	2.4	4.8	1.5	56.0	62.6	92.9	96.4	46	38.5	45.1
Other	632	734	+ 16	3.2	3.8	6.6	1.8	43.0	43.6	74.5	78.5	32	41.4	40.0
Total	4,748	4,220	- 11	24.4	21.6	---	1.9	---	53.3	---	102.2	46	31.7	32.1
	6,422	5,767	- 10	32.9	29.5	39.7	2.2	53.4	52.1	126.0	115.8	*	4.7	4.9
CANNED SINGLE-STRENGTH FRUIT DRINKS														
	4,509	4,937	+ 9	23.1	25.3	23.5	2.1	73.1	74.1	150.0	162.2	46	32.1	31.6
												*	4.2	4.1
												*	4.9	4.9
TOTAL -- Ready-to-drink 3/														
	19,489	19,531	+0.2	100.0	100.0	---	---	---	---	---	---			
CANNED GRAPEFRUIT SECTIONS														
	200	200	---	---	---	3.3	1.6	33.1	34.7	52.6	55.5	16	26.1	28.2
CHILLED CITRUS SALADS														
	1,000	1,000												
	119	225	+ 89	---	---	0.6	1.5	30.8	30.2	45.5	45.5	32	82.5	74.1
FRESH CITRUS FRUIT:														
Oranges	1,000	1,000												
Grapefruit	11,491	10,122	- 12	---	---	13.5	1.6	11.4	11.0	18.5	19.1	1	58.3	64.0
	836	559	- 33	---	---	3.9	1.3	3.6	3.4	4.6	5.5	1	136.9	172.1

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Frozen concentrated juices and frozen concentrated orange drink converted to ready-to-drink at 4 to 1; other frozen concentrated fruit drinks, at 4.7 to 1. The latter is an approximation since quantities marketed by concentration are not known. *Per 6-ounce serving.

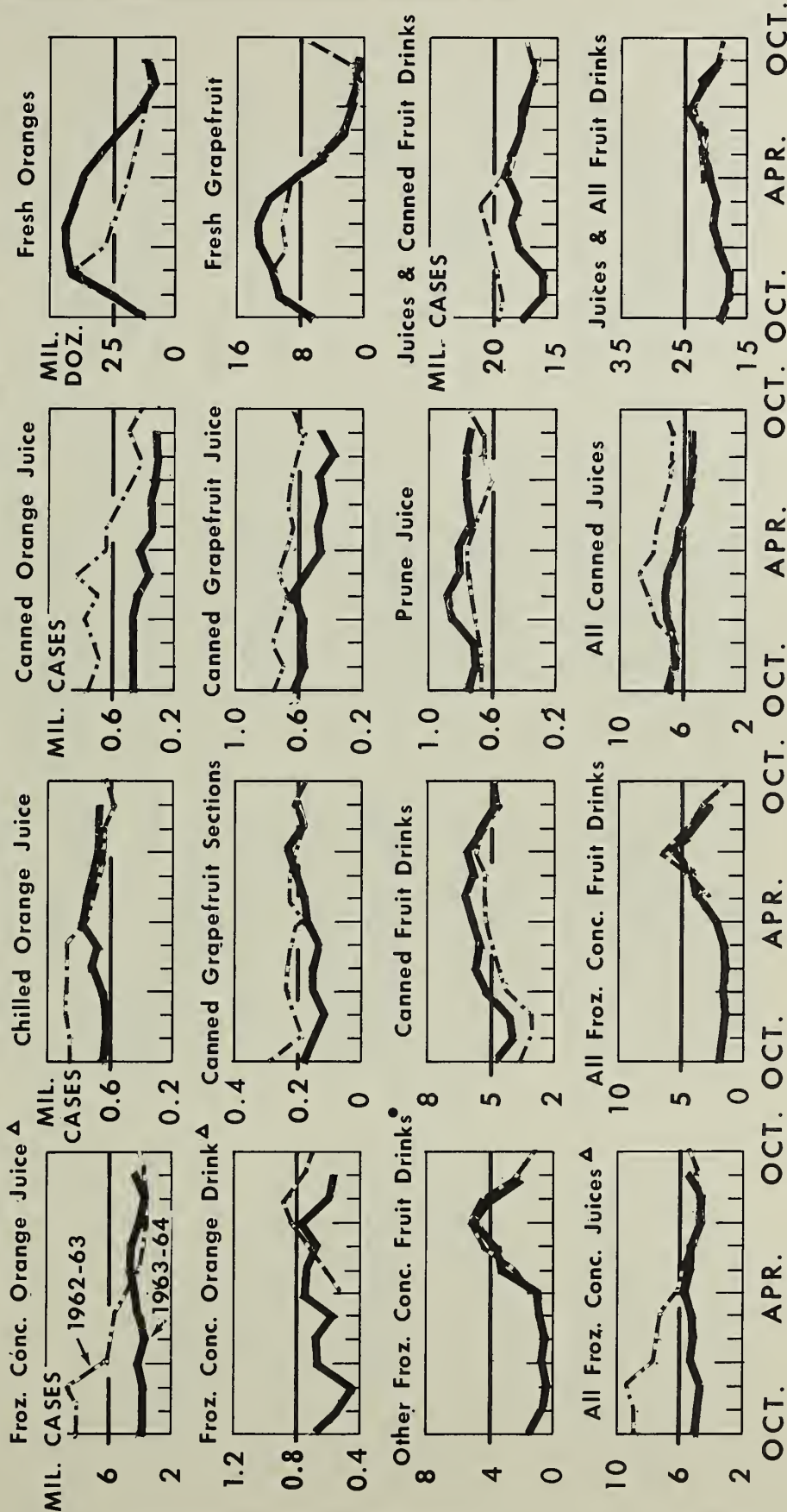
Table 19.--Total consumer purchases, prices paid, and expenditures for citrus fruit, juices, drinks, and other products, October-September 1962-63 and 1963-64. 1/

Product	Purchases			Prices paid			Expenditures		
	Volume			per 6-ounce serving			Per buying family 2/		
	1962-63	1963-64	Change	1962-63	1963-64	Change	1962-63	1963-64	Change
	cases 3/	cases 3/	Pct.	per serving	per serving	Pct.	Dols.	Dols.	Pct.
	1,000	1,000		Cents	Cents		1,000	1,000	
	65,142	48,650	-25.3	5.4	6.7	+24.1	254,507	233,354	-8.3
Orange	13,213	12,599	-4.6	4.8	5.3	+10.4	45,980	47,945	+4.3
Other	78,355	61,249	-21.8	5.3	6.4	+20.8	300,487	281,299	-6.4
Total									
FRZEN CONC. FRUIT DRINKS: 1/									
Orange	4,303	4,110	-4.5	4.0	4.0	---	12,321	11,879	-3.6
Other	20,218	19,552	-3.3	2.5	2.3	-8.0	36,500	33,071	-9.4
Total	24,521	23,663	-3.5	2.8	2.6	-7.1	48,821	44,950	-7.9
CHILLED ORANGE JUICE	9,136	8,222	-10.0	3.7	8.9	+12.7	51,938	52,925	+1.9
CANNED SINGLE-STRENGTH JUICES:									
Orange	7,562	4,740	-37.3	3.0	2.0	+33.3	29,640	24,696	-16.7
Grapefruit	8,129	6,221	-23.5	3.3	2.7	+23.3	25,238	23,860	-5.5
Prune	8,061	9,317	+15.6	3.2	4.0	-2.5	45,975	51,398	+11.8
Other	61,116	56,257	-8.0	24.4	24.1	+5.0	174,848	169,255	-3.2
Total	84,868	76,535	-9.8	33.9	4.5	+8.9	275,701	269,209	-2.4
CANNED SINGLE-STRENGTH FRUIT DRINKS	53,170	63,819	+20.0	21.3	4.1	---	155,627	190,366	+22.3
TOTAL JUICES & DRINKS	250,050	233,488	-6.6	100.0	4.6	+8.7	832,574	838,749	+0.7
CANNED GRAPEFRUIT SECTIONS	2,559	2,080	-18.7	---	8.6	---	17,592	17,311	-1.6
CHILLED CITRUS SALADS	1,000	1,000	---	---	---	---	---	---	---
FRESH CITRUS FRUIT:									
Oranges	236,067	321,457	+36.2	---	13.2	+6.1	149,919	188,028	+25.4
Grapefruit	76,695	82,849	+8.0	---	1.07	+12.1	82,156	99,213	+20.8
EXPENDITURES ALL ITEMS	---	---	---	---	---	---	1,090,741	1,152,469	+5.7

1/ Data are for 12 4-week periods or 48 weeks per year, except 24 weeks (April-September) for frozen concentrated fruit drinks. Excludes purchases of 9.1 million cases and expenditures of \$22.9 million for those products in October 1963-March 1964 since comparable 1962-63 data are not available. 2/ Simple average of monthly expenditures. 3/ Equivalent single-strength cases of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections.

CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

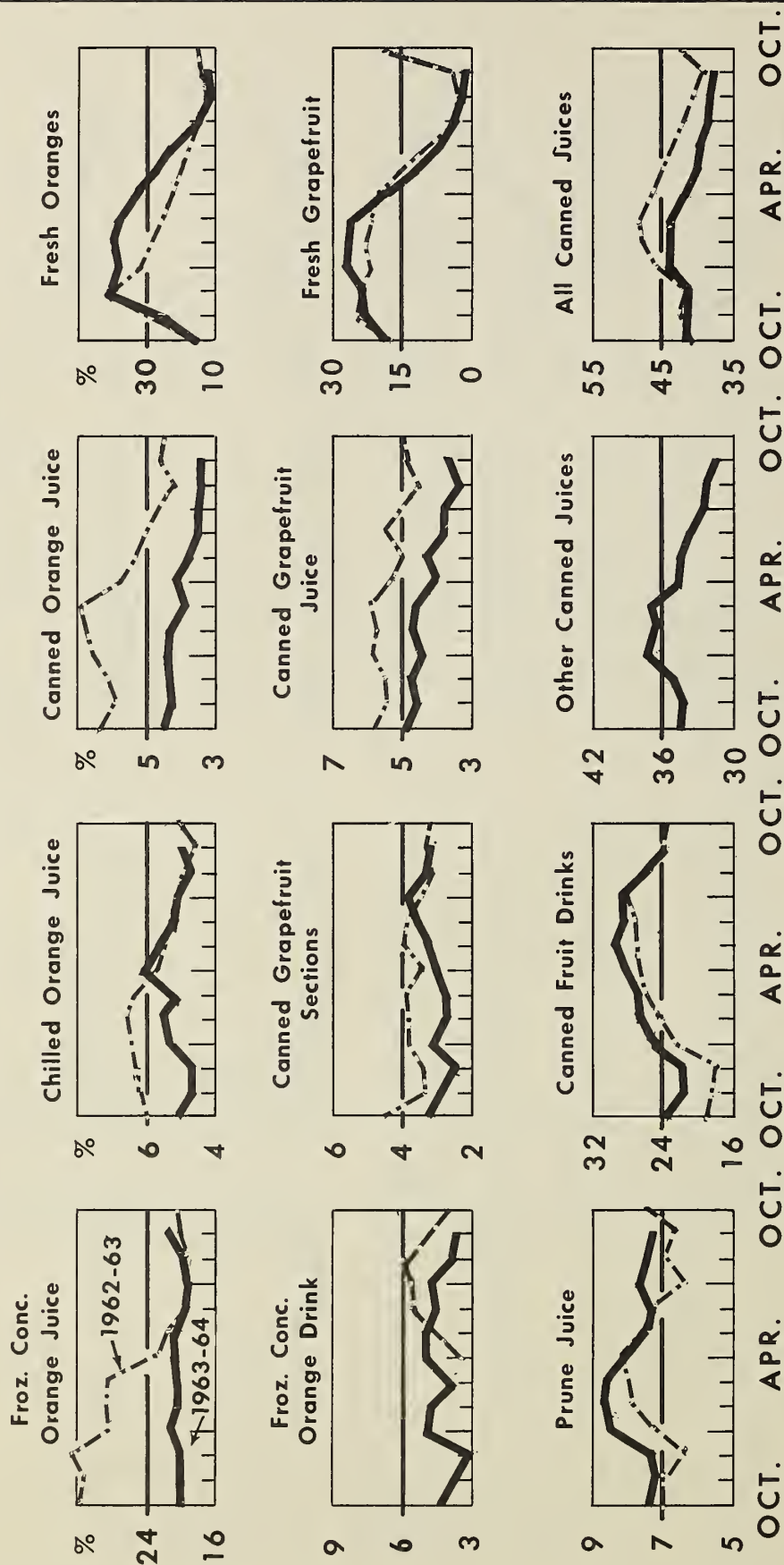
Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit



▲ CONVERTED TO SINGLE-STRENGTH AT 4-1.
 • CONVERTED TO SINGLE-STRENGTH AT 4.7-1.
 BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 7

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

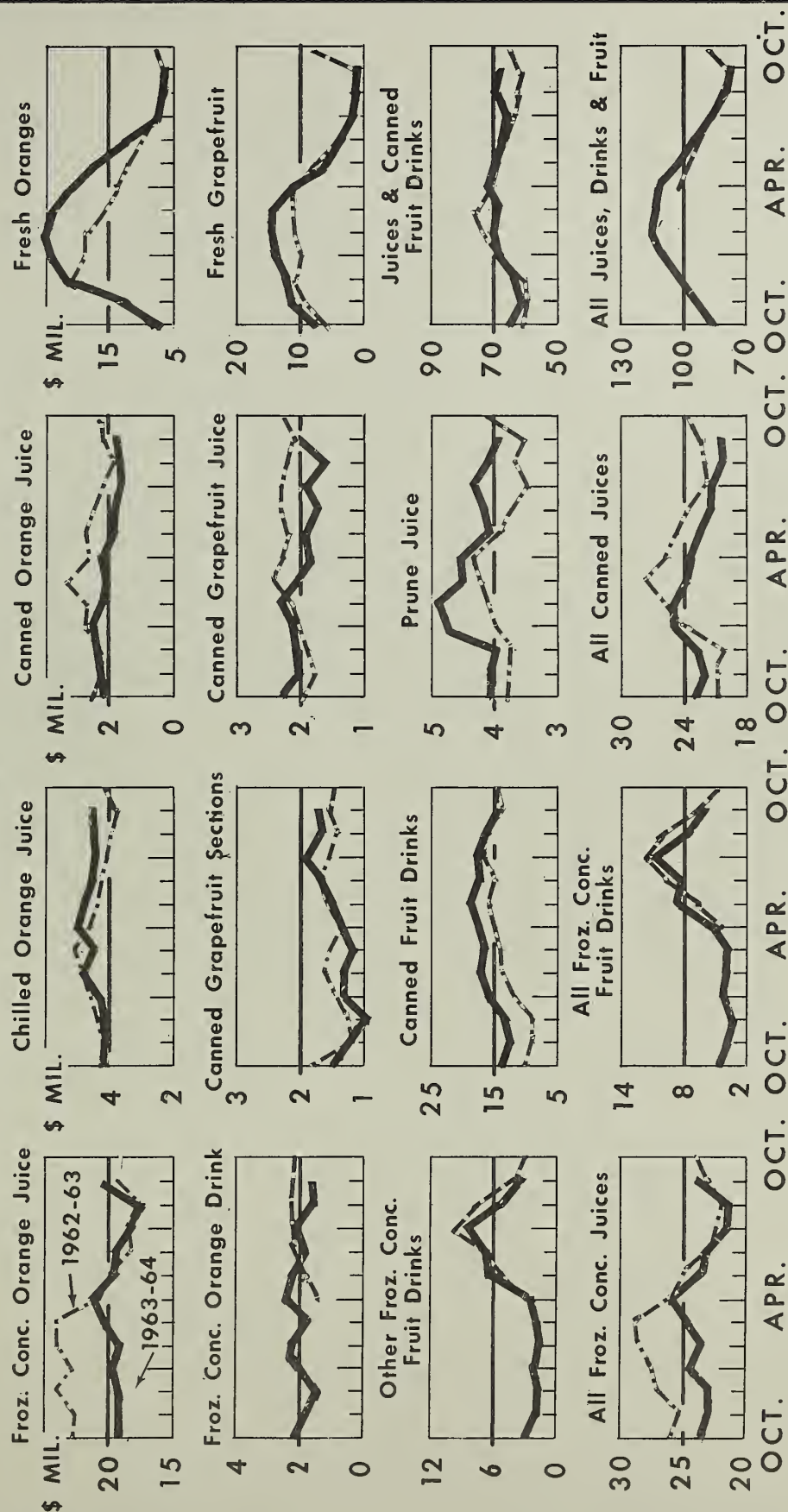


BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 8

CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9

UNITED STATES DEPARTMENT OF AGRICULTURE

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF AGRICULTURE

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Official Business
